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PATENTS

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	Art Unit: 2167
Nick Steele et al.)		Examiner: Greta Lee Robinson
Application No.:	09/933,567)	Confirmation No.: 7300
Filing Date:	August 20, 2001)	Atty. Docket: 07258.105002
Title:	Branding And Revenue Sharing) For Facilitating Storage,) Management And Distribution) Of Consumer Information)	

AMENDMENT AND RESPONSE TO NON-FINAL OFFICE ACTION

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Non-Final Office Action mailed September 29, 2005 and with a petition and two-month extension of time fee to extend the due date to February 28, 2006, Applicants submit the following amendments and remarks for the Examiner's consideration.

Amendments to the claims are reflected in the listing of claims which begin on page 2 of this paper.

Remarks/Arguments begin on page 24 of this paper.

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I hereby certify that this correspondence is being facsimile transmitted to: Commissioner of Patents, Mail Stop Amendment, P. O. Box 1450, Alexandria, VA 22313-1450, Facsimile No. (571) 273-8300 on February 27, 2006.

Kerry, Broome, Reg. No. 54.004